

The Management Series

Volume 3

The Public Relations Series
The Marketing Series
The Admin Know-How Series

by
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HCO POLICY LETTER OF 20 SEPTEMBER 1988

Remimeo
All PR Hats

PR Series 32

DOCUMENTATION AND THE DEAD AGENT CAPER

(Taken from tape 7007C30,
A SUCCINCT VIEW OF PR)

Refs:

HCO PL 11 May 71 III	PR Series 7 BLACK PR
HCO PL 21 Nov. 72 I	PR Series 18 HOW TO HANDLE BLACK PROPAGANDA

A PR should counter false reports with a *minimum* of documents or evidence. Never give it a maximum hit. If you have 25 documents, use *one*.

When somebody comes up with an outrageous lie, the PR has to think right away, "How do I dead agent this? What document would it take to knock this out?"

Per the dead agent caper, you want to know WHO told him that lie, and you want a document that controverts what he is saying.

Then, using a *minimum* of documentation, you knock the informant into total falsity.

L. RON HUBBARD
Founder

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